

ABSTRACT OF THE DISCLOSURE

An information processing apparatus is disclosed which provides a content with a high degree of security. A provider apparatus transfers the title of a content to be presented to an ID-assigning functional unit which assigns an ID to the content. The ID-assigning functional unit transmits the content ID to a broadcasting functional unit by way of a tagging functional unit and a broadcasting apparatus broadcasts the content ID. A receiver extracts the content ID from a received signal and transfers the content ID to a verification functional unit. The verification functional unit determines whether or not the content ID received from a reception functional unit matches a content ID stored in the ID-assigning functional unit. If the content ID received from the reception functional unit matches a content ID stored in the ID-assigning functional unit, user information of the receiver stored in a receiver-management functional unit is transmitted to a privacy-guarding functional unit. The privacy-guarding functional unit searches privacy-guarding items and, in accordance with a result of the search, only necessary user information presented by the verification functional unit is transmitted to a provider functional unit.